

IN THE CLAIMS

A status of all the claims of the present Application is shown below:

1-28. **(Canceled)**

29. **(Currently Amended)** A computer-implemented ordering system, comprising:

an interface adapted to provide a representation of a consumer item and an option associated with the consumer item; and

a presentation module adapted to provide a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option.

30. **(Previously Added)** The system of Claim 29, wherein the presentation module is adapted to update a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

31. **(Previously Added)** The system of Claim 29, wherein the option associated with the consumer item depends at least in part on a previously selected option.

32. **(Previously Added)** The system of Claim 29, wherein the presentation module is adapted to provide attribute data associated with the consumer item.

33. **(Previously Added)** The system of Claim 29, wherein the presentation module is adapted to automatically update in real-time attribute data associated with the preview representation of the consumer item updated with the option.

34. **(Previously Added)** The system of Claim 29, wherein the presentation module is adapted to prevent selection of the option by a user in response to a previously selected option by the user.

35. **(Previously Added)** The system of Claim 29, wherein the presentation module is adapted to provide an audio preview representation of the consumer item updated with the option.

36. **(Currently Amended)** A computer-implemented ordering method, comprising:

providing a representation of a consumer item and an option associated with the consumer item; and

providing a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option.

37. **(Previously Added)** The method of Claim 36, further comprising updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

38. **(Previously Added)** The method of Claim 36, further comprising providing attribute data associated with the consumer item.

39. **(Previously Added)** The method of Claim 36, further comprising automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

40. **(Previously Added)** The method of Claim 36, wherein providing a representation comprises providing an audio preview representation of the consumer item updated with the option.

41. **(Previously Added)** The method of Claim 36, further comprising preventing selection of the option by a user in response to a previously selected option by the user.

42. **(Currently Amended)** A computer-implemented ordering system, comprising:

means for providing a representation of a consumer item and an option associated with the consumer item; and

means for providing a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option.

43. **(Previously Added)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

44. **(Previously Added)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing attribute data associated with the consumer item.

45. **(Previously Added)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

46. **(Previously Added)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for preventing selection of the option by a user in response to a previously selected option by the user.

47. **(Previously Added)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing an audio preview representation of the consumer item updated with the option.

48. **(Previously Added)** The system of Claim 42, further comprising means for acquiring statistical data associated with the consumer item.